

Indian Buyers Coming to the United States

What:

FAS, the Western United States Agricultural Trade Association, the Southern United States Trade Association and the World Trade Center Miami are sponsoring a buyers mission to Seattle, WA, San Francisco, CA, and Miami, FL. Eligible expenses are reimbursable through the branded initiative of the Market Access Program, administered by FAS, commodity organizations and state-regional trade groups. Seminars on Indian and Sri Lankan market trends and cultural preferences will be included. Twelve major buyers will be available for pre-arranged, one-on-one meetings with U.S. exporters of high-value food products. This event will provide a valuable opportunity to learn about the South Asian market for U.S. food products.

Where & When:

Seattle, WA: Friday, Jan. 21, 2005
 San Francisco, CA: Monday, Jan. 24, 2005
 Miami, FL: Wednesday, Jan. 26, 2005



The Market:

India is slightly larger than one-third the size of the continental United States and home to over 1 billion people. About 200 million middle-class consumers can afford imported products. For about 10 percent of them, price is no object. India is a mélange of religions and cultures, and has 15 official languages. English is the most important language for business purposes. The economy has averaged a healthy 6-percent growth rate since 1990. The population is young with a median age of 24 years. U.S. products are highly regarded for taste, quality and safety.



India imported a record-breaking \$116 million worth of U.S. consumer-oriented products in fiscal 2003, more than double the amount in 1999. Increasing urbanization, growth in supermarkets and hypermarkets, greater participation of women in the labor force and rising incomes are boosting demand for consumer-oriented products.

Best Products:

Dried fruits, nuts, sauces, spreads, dressings, fruit juices, jams, jellies, flavoring syrups, biscuits, cookies, breakfast cereals, candies, chocolates and other confectionary products, cake mixes, snack foods, baby foods, frozen potato products, and canned fruits and vegetables

Contact:

Shani Zebooker
 FAS Trade Show Office
 Washington, DC
 Tel: (202) 720-2075
 Fax: (202) 690-4374
 E-mail: Shani.Zebooker@usda.gov

